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LIFE ROLLS ON FOUNDATION NAMES MEGHAN SCHINDERLE AS PROGRAM DIRECTOR

CULVER CITY, Calif. – March 2, 2009 - Life Rolls On Foundation (LRO) today announced it has named **Meghan Schinderle** as Program Director. Schinderle will spearhead all programmatic initiatives, including the organization’s signature program, “They Will Surf Again,” in support of Life Rolls On’s mission of improving the quality of life for young people affected by spinal cord injury.

“Meghan Schinderle's experience and leadership will be a great asset to our organization,” said **Kris Nakamura**, Executive Director and CEO for Life Rolls On Foundation. “We look forward to Meghan joining our team and guiding LRO’s programs to even greater levels of success.”

Schinderle, a native of San Clemente, has more than ten years of experience working with the disabled community, as she currently serves as a co-director of Camp ReCreation, a residential camp program for adults and children with special needs. A cum laude graduate of The Annenberg School of Journalism at the University of Southern California, Schinderle has worked in management capacities in both private and public sectors, including serving as an External Affairs Specialist for the City of Anaheim where she was responsible for executing high-profile events such as the Anaheim Ducks Stanley Cup Championship Celebration and the Anaheim 150 American Idol Kick-off Concert. She also managed production of two award-winning floats in the Tournament of Roses and represented the gold medal-winning USA Men’s Volleyball team during the 2008 Olympics.

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“Throughout my entire life, I have been dedicated to supporting people with disabilities – choosing, instead, to focus on their abilities,” said Schinderle. “I am thrilled to pursue this passion with the Life Rolls On family and look forward to exploring endless possibilities for those with spinal cord injuries and the dedicated volunteers through fun and exciting programs.”

Beginning March 9, Schinderle will be based out of LRO’s administrative offices in Culver City, California.

About Life Rolls On Foundation

Founded in 1999, Life Rolls On Foundation (LRO) is a non-profit organization dedicated to improving the quality of life for young people affected by spinal cord injury. Utilizing action sports as a platform to push the bounds of possibility after SCI, Life Rolls On produces quality of life programming, raises awareness about spinal cord injury and funds research to find a cure. With a network of more than 70,000 supporters worldwide, LRO is one of the fastest growing, contemporary charitable organizations in the country and has been featured in national print, television and radio. In 2007, the organization received its first EMMY® nomination for Best National Public Service Announcement. For more information, visit www.liferollson.org.

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